

PHILIP MORRIS
U.S.A.
INTER-OFFICE CORRESPONDENCE
RICHMOND, VIRGINIA

To: Mr. R. N. Thomson Date: March 10, 1975
From: J. E. Wickham
Subject: Comparison of Market Survey #16 Data of TITL vs. Philip Morris

The tar and nicotine data generated on the 16th Market Survey show good agreement with similar data published in the Philip Morris C.I. Report dated August, 1974 (see Graphs I and II).

The samples for the 16th Market Survey were obtained by the Federal Trade Commission (FTC) in September, 1974 from retail stores. A comparison of the FTC, TITL, and Philip Morris data will be issued when the FTC data are available.

The overall average of 136 cigarette brands tested in this survey for tar and nicotine are as follows:

	<u>Tar, mg/cigt.</u>	<u>Nicotine, mg/cigt.</u>
TITL	17.2	1.16
Philip Morris	17.1	1.18
FTC	17.4	1.12

JEW:gmm

cc: Dr. H. R. Wakeham
Mr. F. E. Resnik
Dr. R. B. Seligman

Attachments (2)

J. E. Wickham

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